Product-market fit survey

Questions marked * are required.

Completed by _____ Date _____

1 How are we doing?

> A handful of questions. They tell us more than any dashboard does.

1. **How would you feel if you could no longer use the product? ***

   Tick one.

   - ◯ Very disappointed
   - ◯ Somewhat disappointed
   - ◯ Not disappointed

If you chose “Very disappointed” in question 1.

2. **What's the main benefit you get from it?**

   The thing you'd miss first...

If you chose “Very disappointed” in question 1.

3. **What type of person would benefit most from it?**

   Describe them as you would to a colleague...

If you chose “Not disappointed” in question 1.

4. **What would it take to make it genuinely useful to you?**

What's missing, in your words…

5. **What would you use instead if it went away?**

Another tool, a spreadsheet, nothing at all…

6. **How could we improve it for you?**

The next thing we should fix or add…

7. **How often do you use it?**

Tick one.

- ◯ Every day
- ◯ A few times a week
- ◯ A few times a month
- ◯ Rarely

8. **What's your role?**

Tick one.

- ◯ Founder
- ◯ Engineering
- ◯ Product
- ◯ Design
- ◯ Marketing
- ◯ Sales
- ◯ Operations
- ◯ Something else

9. **How did you first find us?**

Tick one.

- ◯ A friend or colleague
- ◯ Search engine
- ◯ Social media
- ◯ A newsletter or blog
- ◯ An ad
- ◯ I can't remember

Thanks for your answers!

This is the survey we read most closely. It shapes what we build next.